Introduction – 2 x 50 min. periods approx.

Introduce the topic of persuasive language, giving a definition of it along the lines of “Persuasive language is used in opinion pieces in the newspaper, speeches, etc. to try and convince the reader/audience to agree with the author/director/speaker’s opinion.”

What is persuasion, when do you use it and who tries to persuade you?

Brainstorm examples of persuasion that they are familiar with in their everyday lives.

Eg: How might they persuade their parent/s to let them go to a party that they have been told they are not allowed to attend? What sorts of strategies do they use?

Eg: How might they persuade a teacher to give an extension for a piece of work that is very late?

Show the class a series of segments from *The Chaser’s War On Everything*, criticising the use of persuasive techniques (“tricks to try and get us to agree”) in segments on *A Current Affair* and *Today Tonight*. Have students take notes on the different persuasive techniques discussed.

<http://www.youtube.com/watch?v=u8h8_BRi_Uo>

* Exaggeration/hyperbole
* Negative characterisation
* Dramatic music
* Visual effects (slow motion, warping, etc.)

<http://www.youtube.com/watch?v=kuPdnTHSHH8>

* Experts
* How are people made to look expert?
* We are more likely to believe an expert.

<http://www.youtube.com/watch?v=jf6eijdm6rs>

* Visualisations
* Representing/explaining an idea or concept visually
* Puns: play on words, double meaning

<http://www.youtube.com/watch?v=xFemTfrd5jA>

* Graphics
* Explanation of concept
* Labelling: We often believe labels.

<http://www.youtube.com/watch?v=B4Zu3wgh-40>

* Interviews
* Rhetorical questions: questions with an implied/obvious answer
* Leading questions: questions that lead the interviewee to a provide desired answer
* Paraphrasing answers: putting answers into your own words so that they match your bias

<http://www.youtube.com/watch?v=B4Zu3wgh-40>

* Generalisation: referring to one example and applying it to a whole group/community. (e.g. “Many parents are now using their children to shoplift for them.”)
* Dramatic comparison

<http://www.youtube.com/watch?v=xR1_Kps2-Q8>

Attacks